

American Chocolate Week is the third week of March. Here are some great ideas for using CHOCOLATE to Promote Your Business!

BUSINESS CARDS—everyone uses business cards because they are the simplest and most common marketing tool. All prospects walk away with one--*some* may hold on to it for future reference, *most* never give it a second glance. Stand out in the crowd with a unique business card that will tweak a sensory reaction and help people *remember* you. A “fun size” candy bar with a customized wrapper along with your business card will do the trick!

TRADE SHOWS/CRAFT SHOWS—many exhibitors at home shows, small business shows, craft shows, etc. use an inviting bowl of mints or candy to “lure” prospects into their display area. Instead of generic candies in a bowl, use a basket of “fun size” candy bars with customized wrapper.

THANK YOU FOR YOUR BUSINESS—“Fun size” candy bars make excellent customer appreciation gifts while helping your business stand out from the competition.

- Service businesses: maid services, house sitters or pet sitters can leave behind a “fun size” candy bar as a token of appreciation. Bed and breakfasts and small inns can leave a “fun size” candy bar on guests' pillows for a personal touch. Restaurants can give them instead of an after-dinner mint.
- In-home party businesses: Party-Lite, Mary Kay, etc. can use “fun size” candy bars as prizes for games and/or thank you gifts.
- Banquet halls or community halls: can give “fun size” or full size candy bars for a thank you when a contract signed. “Fun size” candy bars make a great thank you gift for weddings, caterers, DJ's, florists, printers and bakers as well.

MAILED GREETINGS—rather than sending out standard birthday cards, holiday greeting cards, anniversary reminders, etc to clients, try a personalized candy bar. It is an excellent way to impress a client while increasing word-of-mouth advertising.

REALTORS: send a full-size candy bar with a personalized wrapper to your past clients on the anniversary of their possession date. The wrappers can be personalized with their names and first anniversary, second, third, etc. This serves as a delicious reminder of your contact information should your clients (or anyone they know) be considering listing their home. “Fun size” candy bars along with a business card are an excellent leave behind as a thank you when showing a home, or during open houses.

INSURANCE AGENTS: Brokers and agents can add a lovely, personal touch to policy renewals and birthday greetings by using a full size candy bar with a customized wrapper--it's actually a GIFT instead of a generic card; the wrapper could also advertise additional services!

FINANCIAL PLANNERS: Send a personalized full size candy bar for a client's birthday that also serves as an invitation for the client to call you to discuss changes in their financial strategies. Again, people who get lovely little surprise gifts for their birthday tell others about it – a small price for word of mouth advertising!

ExtendedOffice™

Business Support Services

CAR SALESPEOPLE: Use a personalized candy bar for service reminders or a thank you at the time of purchase.

ANY PROFESSIONAL: attorneys, chiropractors, veterinarians, property managers, yard care services, etc could replace standard holiday greeting cards with a personalized candy bar.

Customized candy bar wrappers are available through **ExtendedOffice**. In addition, ExtendedOffice assists businesses and individuals with project management, marketing and administrative support. Call 651.905.1067 for a customized candy bar wrapper quote or visit us online at (www.extendedoffice.com) for information on the other services we offer.